

2. Spirit: "The abiding thrust of our calling must be known as favoring empathy and understanding, reconciliation and compromise, in preference to contention, controversy, animosity or hostility."

3. Character: "Composed of equal parts of loyalty to those we serve and high standards of personal conduct. If our standards are no higher than those that prevail around us, we do not lead. We simply preach better or differently than we practice. It catches up with us eventually."

4. Autonomy: "Attained when we dare to defy those who call us do-gooders; when we define for an employer or client what we can & will or cannot & will not do for them; when we understate & overdeliver; when we pick our employers & clients, they don't pick us; when your employer's reputation improves by having you on the payroll."

5. Concern For The Future: "This is the legacy we pass to others; dues for the legacy our predecessors left us."

Of related interest: Crisis management provides the opportunity to show what public relations & its practitioners can do, concludes John McConnell, svp NY Stock Exchange, summing up his experiences of the recent market leaps, takeover marauding & other issues. "Superb public relations has kept the tremors from the Richter Scale of the corporate world from doing irreparable damage to the economy & individual companies. Our entire financial system could have collapsed, several companies could have gone under" -- but solid relationships kept things moving ahead despite multiple crises facing business, he points out.

NEWS ITEMS WITH IMPLICATIONS FOR PR PRACTICE

Language does change. Under the headline "That dirty word really isn't," Minneapolis Star & Tribune last week carried this AP story, datelined Annapolis: "A commonly used four-letter vulgarity for sexual intercourse is neither legally obscene nor profane, the Maryland Court of Appeals has decided. Ruling in a case involving a man who allegedly shouted the Anglo-Saxon derivative at a police chief, the state's highest court said the epithet did not constitute grounds for a disorderly conduct charge. The court said the vulgarity was not profane because it did not refer to something divine or holy and that it was not obscene because it was not erotic." Note that AP neatly avoids using the word, however.

Hard-hitting words & accusations are often counterproductive, as Sen. Denton (R-Ala) proved again when he hinted peace & arms control groups are communist agents or dupes of the Soviets. Not only did this 1) give the wildfire grassroots movement a helpful underdog image, but also 2) gained prominent & friendly media coverage which lasted for days. It also 3) made a lot of prominent persons associated with peace causes angry and 4) unfairly raised questions about the military's real desire for peace, since Denton is a retired admiral. Now, Cox News Service reports 5) that the flap is spurring donations to nuclear freeze organizations. An officer of Council for a Livable World said the group will benefit from increased contributions from people offended by Denton's attack. Sidebar: another lesson here is to be sure of sources. Denton bought the data on which he based his remarks from an associate of an "archconservative" Georgia congressman -- for \$5.50!

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10TH ANNUAL REPORT OF CENTER FOR CORPORATE PUBLIC INVOLVEMENT RESTATES INSURANCE INDUSTRY'S POSITION AS BELLWETHER OF SOCIAL RESPONSIBILITY; PROVIDES USEFUL MEASURING DEVICE FOR ALL ORGANIZATIONS

Extent & trends of corporate public involvement are charted in the 10th Annual Social Report of the Life and Health Insurance Business. Some beginning and ending figures (1972-1982) clearly show the growth in corporate social responsibility:

1. 147 insurance companies participated in '72; 228 in '82.

2. \$18.6 million was contributed for community & charitable causes in '72; \$71.6 million in '82.

3. Social investments totaled \$449.2 million in '72; \$1.3 billion in '82.

Report is designed to "permit companies to measure their corporate social responsibility performance against the insurance business as a whole and companies of similar size, location & type. It also provides the impetus for companies to assemble in one place their financial & other public involvement activities data" --

what some practitioners are calling the double bottom line.

Table with 5 columns (Year) and 13 rows (Project Types) showing percentages of community projects reported by trend setters from 1977 to 1981.

Trend data provide patterns of activity for each area: 1) Most consistent growth in community projects is for minority affairs, crime prevention, drug & alcohol abuse programs, activities for senior citizens & community improvement programs. 2) Contributions are increasing with education topping the list; culture has declined --



but trend-setting companies still report that most projects are arts-related (see box) -- while Urban/Civic Affairs & United Funds have climbed. 3) Equal Employment Opportunity shows women received over 2/3 of all promotions in '81, and almost half the promotions to professional or mgmt positions. 4) Energy conservation is part of ongoing operations; most companies do not report formal environmental policies. 5) Over 225,000 volunteer hours were contributed through loaned execs or released-time personnel. 6) Social investments show housing received over 1/3; 5-yr decline in environmental projects continues. (Free copy of Report from Ctr for Corp Public Involvement, 1850 K St. NW, Wash DC 20006; 202/862-4047)

UTILITY STRATEGIZES THAT LONGTERM EDUCATION (SUCH AS RISING RATES) MUST BEGIN WITH YOUTH; SWEPCO'S K-12 PROGRAM REACHES 25% OF POPULATION

Rising rates are the issue for utilities and Southwestern Electric Power Co. believes the most effective target audience is students.

"Once you're a householder and start receiving electric bills, it's too late," says Graham Dodson, dir corp comms. Of 9 professionals in his dep't, 5 concentrate on school programs.

This landmark approach offers over 100 classroom programs and 30 pieces or kits of supporting literature. 4 "communications representatives" based in field offices throughout SWEPCO's 25,000 square mile service area place -- and often present -- the programs to grades K-12. They are also offered to summer schools, clubs & org'ns. To assure a balanced approach, acceptable to teachers, programs are "reviewed and recommended" by a Louisiana State Univ - Shreveport "educational advisory panel" of 3 education professors.

Several sources are utilized to pull together the catalog. Key topics include principles of electricity, how it works, electrical safety, conservation, coal & nuclear power. 3 vocational presentations describe jobs with the utility. Other subject areas are the private enterprise system, science & space, American politics -- for which Screen News Digest films are currently used. Code-captioned versions are available for deaf students & those with reading difficulties.

Of 880,000 people in its service area, SWEPCO last year reached 220,000 (25%!) with this strategy. Over one million students & adults have participated since 1974. The local communications reps are entry level practitioners with public relations & communication degrees. They do some local media contact & other chores but Dodson told prr the educational program is their prime responsibility. (For a 20-pg catalog, Classroom Resources, write him at P.O. Box 21106, Shreveport, La. 71156)

BURSON-MARSTELLER REPORT CAUTIONS PRACTITIONERS: ENVIRONMENT IS STILL HIGH-PROFILE ISSUE

Contrary to practitioners' responses to prr's Annual Survey, the environment is a high-profile

issue. "With real resource constraints looming... the relationship between man & nature will become more, not less, prominent in public debate and public policy in the future. There is widespread belief that the US citizenry, as measured by opinion polls, will accept little relaxation of existing environmental laws, even at some cost to economic growth" says Burson-Marsteller's report "Environmental Policy, The Next Steps." Report surveys 25 leading environmental decision-makers from current Administration, Congress, state gov't, environmental groups & business.

Evidence is the Clean Air Act fight in Congress and declining US - Canadian relations because of acid rain. Canadian Minister of the Environment John Roberts says acid

rain is "the single greatest irritant to the US - Canadian relationship from the Canadian point of view."

B-M report aims to 1) identify new & old issues ranking them according to their immediacy & priority; 2) learn whether any new efforts or mechanisms are being created to narrow the communications gap between environmental activists & corporate decision-makers. US Steel chrm David Roderick, arguing that industry is committed to environmental cleanup, concedes that corporations have done too little to communicate that committment.

Desire exists to end the confrontation of the 70s which always seemed to pit developers against nature lovers, the report finds. World Wildlife Fund pres. Russell Train asserts that the maintenance of a proper balance between economic growth & environmental/conservation quality "can be achieved... only if industry, environmental groups and government work closely together. A key determinant... is the avoidance of polarization."

Strong public support exists for environmental issues, according to a Roper poll (see prr 4/26), with little trust given to recommendations by business. Practitioners who don't take heed are asking for trouble down the road. (For copy of report write B-M, 866 3rd Ave, NYC 10022)

LEAD WAY FOR FRUSTRATED EXECS ALLEN CENTER URGES PRACTITIONERS; CITES FACTORS THAT PROVE LEADERSHIP

Business execs are frustrated by poor relationships with their publics and are seeking new guidance, declares Allen Center drawing from his observations of speakers at the 9th Public

Relations World Congress in India. Many execs want to turn the clock back for a second chance with decisions made in the past that are causing problems in the present. "I'll bet Johns Manville and the US Navy would like to have another chance at decisions to go ahead with asbestos in ships, now that more than 25,000 people are suing for lung conditions. I'll bet Firestone might like another chance to decide whether to refuse to recall Radial 500 tires found to be faulty under high speed, rough road usage." Center feels the time is ripe for public relations to lead the way for these frustrated execs and cites 5 factors to confirm pr leadership:

- 1. Self Discipline: Utilizes futures research, deals in counsel, policies, actions & communications and weighs potential long term consequences against immediate gains. "Surely the long term figured in the decision of the Tylenol makers to withdraw & refund \$70 million of the product. Our disciplined counsel should be directed to the groundwork now for the qualities in product, neighborhood, government and life itself that we want 10, 20, 40 years out."

"Rather than being on the wane, environmentalism is in many respects more potent than ever and remains a political force to be reckoned with in some fashion. It is also a broader political force than it was in the 70s. No longer are questions and demands being put forward by the "special interest" segment of environmentalism. The governments of Canada & Mexico have raised the problem of acid rain directly to the US as a significant priority. Equally true is the feeling that an historic opportunity presents itself for new dialogues to begin between once and former adversaries, and for the development of corporate policy which anticipates the potential public impacts of marketplace activities at an early stage of the planning process."
-- Environmental Policy, The Next Steps